



JAIME GARCIA

ENTRY-LEVEL BUSINESS DEVELOPMENT

CONTACT

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Fresno, California 

[LinkedIn](#) 

EDUCATION

Bachelor of Arts

Administration

Fresno State University

September 2010 - May 2014

Fresno, California

SKILLS

Interpersonal Skills and

Customer Communication

Data Analysis and Research

Presentation

Social Media Marketing

Software

CERTIFICATIONS

Certified Sales Professional
(CSP)

HOBBIES & INTERESTS

Founder, Latin Social Society

CAREER OBJECTIVE

High-energy personality who is passionate about connecting with people. Eager to work in development at Warby Parker, where my internship and academic experience will contribute to fast-paced growth.

WORK EXPERIENCE

Business Development Intern

SOURCE Global

January 2014 - June 2014 / Fresno, CA

- Crafted a holistic paid acquisition strategy, leading to a 38% ROI for every dollar spent
- Used marketing strategies to improve website traffic and visit duration by 6 minutes, on average
- Conducted data analysis on 6,000+ unique website visits per day using Salesforce
- Collaborated with 7 interns to create daily reports, presentations, and lead-generation strategies
- Identified 2 potential strategy problems, successfully resolving both challenges within 24 hours
- Contributed to the 9% outperformance of company sales targets by identifying new customers
- Developed marketing campaign featuring educational business material, **resulting in \$220K net profit**

PROJECTS

Strategy and Business Development Club

Fundraising Chair

2012 - 2014

- Handled fundraising drives, acting as a team leader delegating tasks and roles to a team of 6 students
- Collaborated with 4 school clubs and athletic teams to host fundraising events
- Engaged with local businesses and entrepreneurs, **hosting community events 3 times yearly**